

100% SPORT

Offer 2022



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RTBF Sport says goodbye to Week-End Sportif, your old companion who has been with you for more than fifty years. From now on, make way for this new brand: 100% Sport, every Sunday at 6:30 pm. Jérémie Baise will welcome you in the company of his columnists Duke Tshomba, Pholien Systemans, Eléonor Sana and Amal Amjahid to come back on the sports news of the week.

Broadcast Sunday 6:30 PM

(Interruption from week 23 to week 33)

100% Sport - Sponsorship offer 2022



Counterparts	Number	Period
TV <u>Billboards :</u> <ul style="list-style-type: none">1 Billboard (7 ") before and after the program, before or after all the program cut-off/breaks at the 6:30 PM broadcast1 Billboard (7 ") during the rebroadcast in the night loop <u>Overlays :</u> <ul style="list-style-type: none">1 overlay / broadcast1 overlay / rebroadcast in the night loop <u>Trailers :</u> <ul style="list-style-type: none">10 trailers per week (including 3 in prime)	4 BB / broadcast 1 BB / rebroadcast 1 / broadcast 1 / rebroadcast 10 TR / week	Year 2022 (Interruption from week 23 to week 33)

100% Sport – Budget 2022



JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4		W5	W6	W7	W8	W9	W10	W11	W12	W13
	2.700	2.700	2.700	2.700		2.600	2.600	2.600	2.600	3.400	3.500	3.500	3.500	3.400
APRIL					MAY					JUNE				
	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	W26
	3.300	3.300	3.300	3.200		3.200	3.200	3.200	3.200	2.600	-	-	-	-
JULY					AUGUST					SEPTEMBER				
	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
	-	-	-	-		-	-	-	-	2.700	3.300	3.300	3.300	3.300
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43		W44	W45	W46	W47	W48	W49	W50	W51	W52
	3.300	3.300	3.300	3.300		3.600	3.700	3.700					3.500	2.500

This offer covering a very long diffusion period is likely to have to be adjusted when an ad-hoc offer and purchase order are drawn up, or even during the purchased period. TV schedules are subject to numerous modifications for info/sport or counter-programming reasons. These data are not available at the time of preparing this basic offer.

Version of 05/11/2021. Offert subject to change.



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